

California Arts Council
Annual Report
2001 - 2002

LETTER FROM THE CHAIR

Dear Friends,

On behalf of the California Arts Council, I am pleased to present our 2001-02 Annual Report.

The Arts Council is proud of its many accomplishments over the past year including continued support of California's dynamic arts community, the breadth and vitality of our arts education efforts, and successful partnerships with other state agencies. From individual artists to community arts groups to major arts institutions, the Arts Council continues to play a fundamental role in supporting the state's diverse arts infrastructure.

While the arts shine in our state, the economic picture is not as bright. 2001-02 saw the budget of the Arts Council decline by 16 percent from \$32 to \$27 million. However, Arts Council programs continued to support excellence in, and access to, the arts, and provided funding to many communities throughout the state.

The arts help drive California's economy. Whether it is high tech, festivals, or cultural tourism, the arts are a \$16.75 billion economic engine that is responsible for 400,000 jobs and more than \$825 million in state taxes and fees.

The arts feed our souls, nourish our spirits, and promote tolerance by building bridges between California's diverse cultures. It is vital that we continue to recognize the value and impact of the arts and realize that arts funding is a critical investment in our state's identity, economy, and well-being of its citizens.

We hope that you find this annual report a valuable resource and refer to it frequently for all Arts Council programs and services.



Barbara George, Chairman
California Arts Council



2001-2002 ANNUAL REPORT



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YEAR IN REVIEW

The California Arts Council 2001-02 Annual Report recounts the achievements and accomplishments of the Arts Council's 26th year; a year of great challenges due to budget reductions, a state hiring freeze and general downturn in public and private support of the arts in the state. The CAC's 2001-02 budget topped \$27 million, exclusive of line item appropriations for special projects. This represents a 16% decrease over the prior year's allocation of \$32 million, the result of the single largest budget increase in the agency's history. Although the agency's budget declined, the state's per capita support ranking remained steady at 24th out of 50 states, given similar reductions experienced by state arts agencies nationwide. The economic downturn resulted in the following in 2001-02:

- Grant funding dropped by 19% from 2000-01 levels; from \$28,992,596 to \$23,480,240; and the
- Number of grants awarded declined from 1,720 to 1,590.

Despite these reductions, the California Arts Council demonstrated its commitment to access and equity by:

- Maintaining its complement of 16 grant programs and initiatives;
- Piloting an online application protocol developed in partnership with the Western States Arts Federation (WESTAF);
- Supporting grantees in more than 250 cities throughout California; and in 55 of the state's 58 counties;
- Establishing the Arts Marketing Institute, with support from the Lila Wallace-Reader's Digest Fund;
- Furthering its commitment to the development of artistic discipline and multicultural-based service provider organization through its Infrastructure Support Initiative; and
- Furthering its relationship with other State agencies.

marketing & communication

ARTS MARKETING INSTITUTE

The **Arts Marketing Institute** (AMI), a project of the CAC funded by a \$600,000 three year grant from the Lila Wallace-Reader's Digest Fund, seeks to bring about systemic and sustainable positive change in the way art is thought about and engaged in throughout California. In the belief that arts are a public value to which everyone is entitled and with the conviction that arts participation contributes to healthy communities while building social, civic, and economic capital, the Arts Marketing Institute was created to make art a part of everyday life. The AMI's seven Fellows, experts in the fields of cultural tourism, marketing to special populations and communities, social marketing, research and demographics, web marketing, and distance learning, provide research and technical services in various regions of the state, assisting organizations in developing messages and campaigns aimed at "deepening, diversifying and broadening" public participation in the arts. Learn more about this dynamic and cutting-edge project at www.cac.ca.gov/ami. ☺



CALIFORNIA CULTURAL TOURISM

In spring 2002 an ad campaign was designed to support the Governor's priority of promoting tourism in California by encouraging residents of major California markets to sample the arts and cultural events occurring during the summer in other areas of the state. The objective was to get Californians to spend at least one overnight stay in another California city, and to patronize arts/cultural offerings. The ads focused on family travel and ran to coincide with the end of the school term. Each advertisement featured one or more major arts/cultural offerings scheduled for the promoted areas during the summer months, and included one to three dozen additional events, concerts, exhibits, fairs, and festivals happening in the targeted areas.

Ads were placed in the following newspapers: *Los Angeles Times*, *The San Diego Union Tribune*, *The Sacramento Bee*, *San Francisco Chronicle*, *The Orange County Register*, *The Mercury News*, and *The Fresno Bee*.

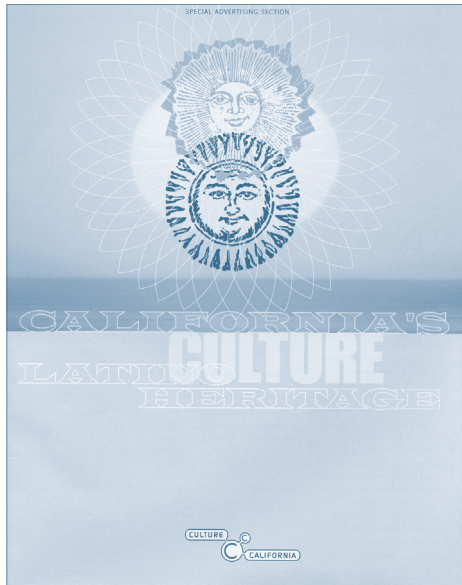
To further promote cultural tourism throughout the state, the California Arts Council partnered with the California Division of Tourism; California State Parks; the Convention and Visitors Bureaus of San Francisco, Los Angeles and San Diego; the Sacramento Metropolitan Arts Commission; the San Diego Commission for Arts & Culture; San Francisco Grants for the Arts and the Los Angeles County Arts Commission in the formation of the **California Cultural Tourism Coalition** (CCTC). The Coalition's charge is to celebrate and advance the state's rich arts and cultural heritage by promoting increased tourism opportunities through a comprehensive marketing program designed to showcase California as the number one cultural travel destination in the nation. Activities in 2001-02 included:

- the development of an insert in *Smithsonian* magazine designed to promote California Latino culture and heritage. The *Smithsonian* was selected because of the high percentage of cultural travelers in its readership. The insert promoted the arts, cultural activities, historical landmarks, restaurants, shops, and

other opportunities in communities around California; and

- the unveiling of the *Culture California* website designed to expand the awareness of the many travel opportunities available in California. The site is linked to the state's main tourism site and provides the opportunity for arts and culture organizations to add and promote their activities as site members.

Plans for 2002-03 call for the development of a second insert promoting California African-American culture and heritage. The inserts will appear in *Travel Holiday* and *Black Meetings and Tourism* magazines. ☺



Take the whole family out to enjoy an astonishing menu of California arts and culture! Go to the California Arts Council's Website (www.cac.ca.gov) and click on the Summer of Magic icon. There's something magical for everyone!

Los Angeles
 • **Andy Warhol Retrospective** (the only U.S. stop on the Warhol world tour) - The Museum of Contemporary Art (thru 8/18) • **Festival on the Green** - California Philharmonic Orchestra (8/17, 8/31, 9/14)
 • **Family Theatre Musical** - Santa Monica Playhouse (thru 9/29) • **17th Annual Los Angeles African Marketplace & Cultural Fair** - (thru 9/2) • **Villains and Heroes: Japanese Kabuki Prints** - Norton Simon Museum of Art (thru 8/19)

Santa Barbara & Monterey
 • **Edward Hopper and Urban Realism** and **Ruth Harriet Louis and Hollywood Glamour: Photography** - Santa Barbara Museum (thru 9/15)
 • **Michèle Flamenco** Featuring La Tulla and Concierto Flamenco: Pepa Montes, Ricardo Mino y Compania - Santa Barbara Dance Alliance (9/28-29) • **Monterey Jazz Festival** (9/20-22)

Northern California
 • **Who's Who One** - San Francisco Museum of Modern Art (thru 9/15)
 • **Ansel Adams Inspiration and Influence** - Oakland Museum (thru 9/22) • **A Thousand and One Arabian Nights: Much Ado About Nothing: Muchness** - Marin Shakespeare Company (thru 9/28) • **Parade & Intersections: Architecture California, 1950-2000** - San Jose Museum of Art (thru 11/1) • **Charles Schulz Museum Opening** - Santa Rosa (8/17)

San Diego
 • **Idol of the Moderns: Pierre-Auguste Renoir** - San Diego Museum of Art (thru 9/15) • **Summer Ross** - San Diego Symphony (thru 8/31) • **Out of the Ordinary: The Architecture and Design of Robert Venturi** - Denise Scott Brown & Associates - Museum of Contemporary Art (thru 9/9)
 • **Christo and Jeanne-Claude in the Vogel Collection from the National Gallery of Art** • **Christo in the David C. Copley Collection** - Museum of Contemporary Art (9/22-10/30) • **All My Sons** - The Globe Theatre (thru 8/31)

Sacramento
 • **Levi Strauss and the California Dream** - Golden State Museum (thru 9/30) • **California: This Golden Land of Promise** - Crocker Art Museum (thru 8/25) • **Paint Your Vision** - California Musical Theatre (8/19-25) • **Co-Madres Graduate** - La Raza Galeria Posada (thru 8/31)

Orange County
 • **Art-A-Fair, Savedast Festival, Festival of Arts-Pasadena of the Masters** - City of Laguna Beach (thru 9/1) • **Trunkovsky Spectacular at Verano Amphitheatre** - Pacific Symphony Orchestra (9/14) • **Surf Culture** - Laguna Art Museum (thru 10/6) • **2002 California Biennial** - Orange County Museum of Art (thru 9/8) • **The Fall Beauty** - Orange County Performing Arts Center (9/3-15)

Warhol, Yoko Ono, Shakespeare, Ansel Adams, Renoir, & Snoopy are all in California!

California Arts Council

For detailed information, visit www.culturecalifornia.com and www.cac.ca.gov

THE ARTS LICENSE PLATE

The Arts License Plate was designed by California artist Wayne Thiebaud and funds arts education in communities through the CAC's Local Arts Education Partnership (LAEP) Program. The Arts License Plate is the state's most popular specialty license plate. As of December 2002, more than 96,000 have been sold. In July 2002, the Arts Plate became available online through the California Department of Motor Vehicles. ☺



COMMUNICATIONS

California Arts Council Weekly Update – an informal listserv newsletter with 10,000 subscribers allows the agency to update the field on current policy issues, announce grant programs and deadlines, issue calendar advisories and otherwise keep the arts community abreast of news and information.

Website – the agency’s website, www.cac.ca.gov, serves as a clearinghouse for information on its programs and services. Features added in 2001-02 include:

- an online grant application protocol, *eApplication*, which allows applicants to submit grant requests electronically;
- a Jobs Bulletin Board, free to arts organizations in the state; and,
- expanded news and links sections.

infrastructure development & technical assistance

INFRASTRUCTURE SUPPORT INITIATIVE

The **Infrastructure Support Initiative**, launched in 2000-01, was developed to nurture and support the state’s artistic discipline and multicultural-based service provider organizations, as part of a strategic effort to strengthen the capacity of all the various constituent groups comprising the arts in California. The goal of the program is to build a solid communication/knowledge sharing infrastructure designed to support staffing, increased communication, information and data collection and dissemination, networking, idea-sharing, collaborations, marketing, advocacy, and cross-sector partnering. This statewide network is designed to serve as the foundation for the expansion of a true grassroots arts community and to encourage broader cooperation and collaboration. California’s geographical vastness and population creates a challenge for the agency, with limited resources and personnel, to adequately network to the numerous constituent bases within the wider arts community; this network enables the CAC to address the diverse needs of California’s citizenry and works to ensure that every population has an equal voice. In 2001-02, \$920,000 was awarded to the following 14 organizations:

- **Alliance for California Traditional Arts (ACTA)**
- **Association of California Symphony Orchestras (ACSO)**
- **California Alliance for Arts Education (CAAE)**
- **California Asian/Pacific Islander Arts Network (CAAPIAN)**
- **California Assembly of Local Arts Agencies (CALAA)**
- **California Association of Museums (CAM)**
- **California Dance Network**
- **California Indian Basketweavers Association (CIBA)**
- **California Presenters, Inc. (CP)**
- **Latino Arts Network (LAN)**
- **Neshkinukat: Native American Arts Network**
- **Northern California Forum for Artists of African Descent (NCFAAD)**
- **Pilipino Artists Network (PAN)**
- **Poets & Writers, Inc. California Programs (P&W)**

TECHNICAL ASSISTANCE

This is a general category that provides the CAC with leadership opportunities, the convening of representatives of the arts, the evaluation of outcomes of programs, and related activities that support programmatic purposes. In 2001-02, 21 grants were offered totaling \$772,808. Technical assistance funds enabled the CAC to partner with the California Council for the Humanities (CCH) to sponsor California Stories: Reading The Grapes of Wrath in five communities throughout California. Funds supported a Master Artist-in-Residence to coordinate activities related to film and book discussion programs as part of CCH's California Studies Project. Activities included readings by noted contemporary authors and other artists, solo performance and live musical events that helped to contextualize and enhance the statewide review of Steinbeck's masterpiece. ☞

international efforts

INTERNATIONAL CULTURAL EXCHANGE

The **Council's International Cultural Exchange** initiative was designed to promote the development and growth of the international arts community in California. The Council is committed to the promotion of cross-cultural exchange and sustainable partnerships by and between California artists and organizations countries, and cultures that make up California's diverse populations. The Council's objective is to build on the state's strong cultural and historical ties abroad, to maintain our leadership in the region and to continue our strong economic gains and competitive edge in the state's leading industries of tourism, entertainment and high technology. Towards this goal, the CAC has accomplished the following:

- **Los Cenzontles Mexican Arts Center** was awarded a grant from the CAC in 2000-01 to produce, in 2001-02, *The Cuatro Maestros Touring Festival*. A two-week touring music and dance festival in seven California cities (Sacramento, Fresno, Los Angeles, San Fernando, Monterey, San Jose, and Berkeley) by four celebrated elder master folk artists representing their respective Mexican and Mexican-American regional traditions accompanied by members of their groups as well as youth group Los Cenzontles (The Mockingbirds).
- Supported the ***Orchestra of the Californias*** tour. A two-week tour of the states of California, Baja California Sur, and Baja California.
- Represented California as part of a US Delegation at the **US-Mexico Binational Congress** in Chicago to meet with Mexico representatives to create infrastructure models and projects for cultural exchange between California and Mexico.
- CAC representatives were invited by DIFOCUR, arts council of the Mexican state of Sinaloa, to explore future participation at their annual *Encuentro Yoreme*. The Encuentro brings together indigenous people from the northwest area of Mexico and abroad. This five-day festival highlights traditional and folkloric arts and culture. Plans are underway for California Native American participation in the upcoming 2003 festival.
- The Council endorsed a Memorandum of Intent to establish the California-Israel Cultural Cooperation Commission, whose charge is to develop, coordinate, support and maintain joint activities among the two governments and arts institutions. (The Memorandum was signed by Governor Davis on April 17, 2002.)

partnerships

INTERAGENCY

The CAC's enabling legislation calls for the enlistment of all state agencies to ensure the fullest expression of our artistic potential. The CAC has long-standing interagency agreements with the California Youth Authority and the Department of Food and Agriculture Division of Fairs and Expositions, which continued in 2001-02. In addition, a new partnership was initiated with the University of Southern California (USC) Fine Arts Department. Though not a state agency, USC provided an initial investigation of public art programs nationally and completed a set of recommendations on the establishment of Percent of Art Legislation for the State of California. ☞

ENERGY EDUCATION THROUGH THE ARTS GRANT PROGRAM

In 2001-2002, the California Arts Council and the State and Consumer Services Agency collaborated on a statewide energy conservation and efficiency program in which twenty-four California artists were awarded grants to work with K-12 students. These residencies focused on ways students could promote energy conservation and efficiency in the home and in school. Artistic mediums included

staged theatrical performances, mural paintings, poetry readings, video productions and visual arts exhibitions. Residencies involved parents, administrators, students and local media in twenty-two different counties. Over one thousand students participated, and fifteen thousand audience members attended various public events associated with the project. ☞

THE AMERICANS WITH DISABILITY ACT/504 (ADA)

In 2001-02 the California Arts Council completed the third year of its first ever ADA plan to provide technical assistance to the arts community regarding disability issues. The Council is committed to furthering its efforts in this area and plans are currently underway for the development of a more comprehensive and detailed plan for the period 2002-2005. In 2001-02, the Council's efforts included the following:

- The Council's ADA Coordinator provided information, referrals, and consultation to numerous CAC grantees throughout the state;
- The agency awarded 20 grants of \$500 each through the Arts and Accessibility Technical Assistance Program to assist organizations in making their services accessible;
- The National Arts and Disability Center, in partnership with the CAC, provided technical assistance workshops to all of the individual artists in the Council's Artists in Residence Program; and
- The CAC provided expertise to the State Council on Development Disabilities on the adjudication of proposals for a statewide visual arts competition that focused on advancing the employability of persons with disabilities.

recognition activities

ARTS DAY - OCTOBER 4, 2002

The second annual Arts Day in California was celebrated October 4, 2002 with hundreds of events, free admissions, and open houses to promote the message: the arts are valuable to California's economy, to the education of our children, and to the civic life of communities. Events throughout Northern California were highlighted in a full-page courtesy ad in the San Francisco Chronicle Sunday Magazine.

The **California Arts Council** launched an initiative on international cultural exchange, *Creating Cultural Bridges*, with a full day conference in Los Angeles presented in partnership with Los Angeles County Arts Commission, Los Angeles County Office of Protocol, City of Los Angeles Cultural Affairs Department, and representatives from over 40 consulates based in Los Angeles.

To promote Arts Day, Adriana Perez of *Cultura Design* created a poster on the theme "California Arts and Artists Bridging Communities - Bringing the World to California," which was distributed throughout the state.

A complete media toolkit was available online to help arts agencies and service organizations promote Arts Day in local communities. Arts events were posted on the CAC's website, www.cac.ca.gov, and demonstrated the depth, breadth and diversity of cultural offerings available in California.

DIRECTOR'S AWARDS

To continue the tradition of recognizing leaders in the field, in 2001-02 *Director's Awards* were presented to the following individuals to acknowledge their outstanding contributions and achievements in, and support of, the arts:

Gordon Davidson, Artistic Director, Center Theatre Group/Mark Taper Forum, Los Angeles
Hugo Morales, Executive Director/Co-Founder, Radio Bilingue, Fresno
Alma Robinson, Executive Director, California Lawyers for the Arts, San Francisco
Gail Silva, Director, Film Arts Foundation, San Francisco

Eugene Rodriguez, Executive Director/Founder, Los Cenzontles Mexican Arts Center, San Pablo
Senator Jack Scott (D-Altadena), Chair, Joint Legislative Committee on the Arts
Senator Sheila Kuehl, (D-Santa Monica), Member, Joint Legislative Committee on the Arts



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G RANT PROGRAMS

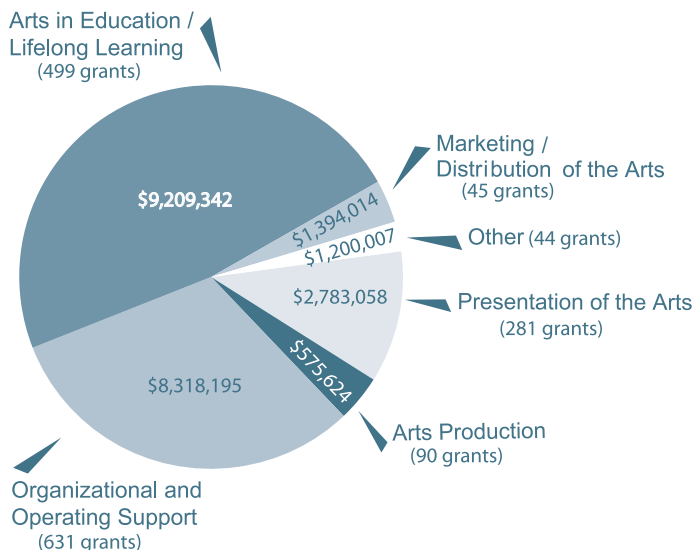
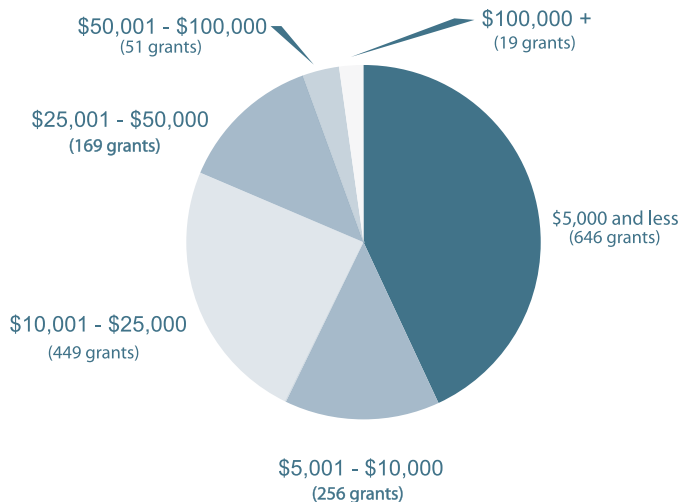
Through grant awards to artists, nonprofit arts organizations, and local governments, the California Arts Council furthers the state's legislative mandates and the mission of the agency. Grant awards help to support artistic programming, strengthen internal management, assist in the employment of professional staff and artists, and provide access to the arts for all Californians. Volunteer panels comprised of artists, art administrators, and other knowledgeable members of the arts community review grant applications to all programs. Their recommendations are, in turn, presented to the Arts Council for final approval.

For 2001-02, the CAC awarded 1,590 grants totaling \$23,480,240 in 16 grant funding categories. The demand for funding far outweighed the grants budget; the agency received 2,225 requests totaling over \$60 million. Based on the CAC's review and ranking process and the limitations of the budget, \$0.39 was awarded for every \$1.00 requested. Grants were distributed to individuals and groups, organizations and local governments in more than 250 cities and in 55 of the state's 58 counties.

The CAC awarded 1,185 grants to grantees in the 12 most-populated counties. This represents 74.5% of all grants awarded by the CAC. These counties are home to 26,062,259 residents - 76.9% of the state's population.

The CAC awarded 167 grants to the 31 least-populated counties (those with less than 200,000 in population). This represents 10.5% of all grants awarded. These counties are home to 1,996,006 residents - 5.9% of the state's population. ☺

The CAC's purpose is to make the arts accessible to all Californians. To further that purpose, grant programs are designed to extend the state's resources to as many groups and individuals as is possible in order to reach the rich diversity of California's communities. This approach has an impact on the size of the grants. The median grant amount in 2001-2002 was \$7,254. Grant sizes ranged from \$240 in the Performing Arts Touring and Presenting Program to \$276,000 for technical assistance to the Local Arts Agency field. ➤



The largest set of funded activities was in **Arts in Education** and included artist residencies, arts instruction, curriculum development, technical assistance and conferences; **Organizational Support** funded general operating support, organizational stabilization and support for administrative and artistic staff; **Presentation of the Arts** included concerts, readings, exhibitions, and festivals; **Arts Production** supported Fellowships and artwork creation; **Marketing and Distribution of the Arts** included support for publications and broadcasting; and **Other** included building public awareness, recording, filming and other documentation activities. ➤

ARTS IN EDUCATION

The **Artists in Schools** program provides funding for projects that emphasize long-term, in-depth interaction between professional artists and students through workshops, tutorials, and classes within schools. California has more artists in residence in schools than any other state in the nation, serving more than 2,000 schools in 451 districts, directly impacting 565,000 students. In 2001-02, nearly one million additional teachers, parents, and kids benefited from these residency performances, readings, and exhibitions.

The **Local Arts Education Partnership** (LAEP) program is a joint endeavor between the California Arts Council (CAC) and the California Department of Education (CDE). The program is funded by sales of the California Arts Council's *Coastline Arts License Plate*. LAEP supports three-year partnerships between local arts agencies and school districts, using local artists and arts organizations to provide arts programs in the schools. **In 2001-02, 16 local arts agencies used LAEP grants to leverage funds from 17 school districts, creating new arts education programs in over 90 schools, and directly serving more than 55,000 students. To date, over \$2.9 million has been awarded through this program.**

The Arts Education Initiative, promoted by Governor Davis in 2000-01 includes the following three programs:

The **Demonstration Projects** were created to evaluate *how* art makes a difference – both for individual students and for individual schools. Each funded project is a partnership between an arts organization and an educational institution. **In 2001-02, twenty-one Demonstration Projects received funding bringing the total number of active projects to 55. These projects served 62,850 students, 2,087 teachers, 2,684 classrooms, 504 schools, and 103 districts.**

The **Exemplary Arts Education Program** is an

invitational opportunity for California Arts Council grantees with successful, existent, ongoing in-school programs to expand, broaden or diversify their programming. These grants provide “added value” by strengthening organizational capacity in arts education. **In fiscal year 2001-02, the program was extended and expanded from the previous year and resulted in 2,012 new artists in programs involving 2,738 new schools, serving 7,225 more classrooms, and training 3,339 more teachers in the arts.**

The **Arts Partnerships for Education Program** supported nine projects that furthered the program's goal to establish linkages between the business, education, and arts communities. The projects incorporate extensive arts programming in low performing schools and in communities of need to improve the learning environment and the school culture.

In 2001-02 the Arts Council worked closely with the California Department of Education to implement the *Visual and Performing Arts Framework K-12 and the Visual and Performing Arts Content Standards, Pre-K through 12*, for California Public Schools. In 2002, Arts Council staff served on the committee to update the Visual and Performing Arts Framework.

Evaluation in Arts Education is a significant component of all the agency's arts education programs. In 2001-02 WestEd, a public agency with a national reputation as a leader in education evaluation provided oversight for both the Demonstration and Exemplary programs. WestEd provided technical assistance to develop each grantee's capacity to collect, analyze and report project evaluation findings. WestEd uses a logic model as a framework to examine:

- Quality of arts resources being provided to the schools;
- How these resources are being used;
- Effects on teaching and learning;
- Key student outcomes related to cognitive domains (academic achievement) and affective domains (attitudes and behavior).

WestEd's Interim Report, released in 2002, established that in their first year, the Demonstration Projects systematically measured the impact of their arts education programs on students, teachers, artists and communities. The need for scientific research in the field of arts education was confirmed by the *No Child Left Behind Act of 2001*, which stated in law that future decisions about the allocation of federal resources will be based on "scientifically based research."

In 2001-02 the Arts Council published an updated version of the acclaimed *Arts in Education Research Compendium*. The Compendium provides a comprehensive, authoritative, annotated overview of the research into the effect of arts education. The update Compendium is available from the CAC. ☞

ORGANIZATIONAL SUPPORT PROGRAM

The Organizational Support Program (OSP) is the cornerstone of the agency's grantsmaking activity. The program is designed to help stimulate development in the economies of all arts disciplines in the state and is responsible for over 40% of the grants given by the agency. OSP incentives encourage community partnerships and arts services to underserved communities, reaching disadvantaged schools, shelters, mental health and park facilities, and senior centers. OSP support directly induces the creation and public enjoyment of new plays, poems, novels, paintings and more for national and international markets.

Accomplishments: Provision of general operating support to 651 arts organizations in 37 counties, including 11 rural counties. Grant recipients provided direct service to 18,496,697 individuals, including 4,451,598 children. CAC grants leveraged \$7 million in matching funds from local and national sources. 58% of funding supported culture-specific and multicultural programs and activities.

Example: Imagination Workshop's (IW) efforts through the Neuropsychiatric Institute at UCLA to enhance the lives of inpatients in facilities such as the Metropolitan State Hospital and the Accelerated School in South Central Los Angeles.

MULTICULTURAL ARTS DEVELOPMENT

The Multicultural Arts Development (MCAD) Program supports the development, growth, and stabilization of culture-specific and multicultural artists' groups/collectives and arts organizations. The program's primary funding elements include the Multicultural Entry and Multicultural Advancement Programs. Applicants to these programs must be deeply rooted in, and reflective of, historically underserved communities. ☞

MULTICULTURAL ENTRY PROGRAM—MCE (ARTS GROUPS AND ORGANIZATIONS)

The MCE Program was designed to give small budget (and sometimes newer) arts organizations first time access to CAC funding and technical assistance. Organizations must meet the criteria of artistic quality; and demonstrate sound fiscal and managerial practices and relationship to its defined community. The MCE offers operational or project support to organizations and groups with a history of at least one year of artistic programming. MCE is a three-year grant.

Accomplishments: The program funded \$746,000 to 155 grantees; Cultural diversity of grantees: 31% Asian, 15% African American, 18% Chicano/Latino, 16% Euro-American, 4% Native American, and 15 % Multicultural; \$164,000 leveraged in matching revenue; 27 out of 58 counties served—7 of which were identified as rural; 781,361 audience members served; 84,915 children were served; 4,203 artists were served.

Example: TeAda Productions in Los Angeles was formed in 1995 to develop and present interdisciplinary theatrical performance pieces for, by, and about people of color. As a result of MCE funding for additional staff and professional development scholarships to presenters conferences, TeAda Productions increased its number of booking engagements by 25%. Successful multicultural productions such as "Native Immigrant" and "Nana I ke Kumu: Look to the Source," enabled the organization to double in size its operational budget from \$30,000 to \$60,000 in one year.

MULTICULTURAL ADVANCEMENT (MCA)

The MCA Program is an invitational opportunity for grantee organizations in the Organizational Support Program (OSP) to advance to their next level of administrative or artistic development. MCA offers three years of consecutive funding.

Accomplishments: A total of 29 grantees received \$1.25 million in funding; An additional \$324,696 was leveraged in matching revenue; 487,387 audience members were served (broadcast audiences take these figures higher); 46,836 children served; 3,177 artists served.

Example: Berkeley's La Peña Cultural Center is a multicultural, multidisciplinary arts organization presenting cultural and educational programs to increase understanding of different cultures for purposes of building a just society. Two new board members were added for youth outreach and fundraising. Individual donations increased 60% from \$25,000 to \$40,000. \$320,000 in new foundation grants was received.

TRADITIONAL FOLK ARTS PROGRAM (TFA)

The Traditional Folk Arts Program supports culturally specific community and family-based arts passed-on through generations, carrying community aesthetics and demonstrating the highest degree of artistic excellence. The Traditional Folk Arts Program funds festivals, master-apprenticeships, projects and artist fees.

Accomplishments: 27 grants for a total of \$133,200; Cultural diversity of grantees include: 7% American Indian, 19% Latino/Mexican American, 7% African/African American, 19% Asian American, 30% Euro-Ethnic, 7% East Indian and 11% Multi-Ethnic.

Example: **California Indian Storytelling Association (CISA)** supports the preservation of California Indian oral folk traditions and educates all interested people about the diversity and richness of California Indian cultures.

- CISA plays a significant role in the teaching and passing of oral traditions from elders to the next generation of California Indian youth through their “Emerging Voices” Program.
- CISA provides venues and a growing network for California Indian storytellers.
- CISA now hosts three regional storytelling festivals in Humboldt, Alameda and Riverside Counties along with pre-festival outreach to local schools for a total audience of over 3,000.

STATE-LOCAL PARTNERSHIP PROGRAM

The State-Local Partnership Program (SLPP) supports the growth and development of local arts councils and commissions. Through their development, the CAC promotes increased participation in the arts throughout the state and encourages local public and private arts funding. SLPP participants are designated by local government resolution to serve in partnership with the CAC. Partners serve as hubs for artistic and community development and cultural planning activities, acting in an advisory capacity to local government and community leaders.

Accomplishments: Funding for 50 counties and two cities: Los Angeles and San Diego. The program serves Californians of all ages and income levels in both urban and rural communities. Partner organizations report direct service to 2,909,353 individuals, including 596,054 children. The program leverages more than \$1.5 million in matching funds. Grants support thousands of arts activities statewide including performances, exhibitions, and festivals. Offerings range from bluegrass music festivals to jazz master classes, from youth poetry slams to Shakespearean plays, from interactive multimedia exhibits to Native American master crafts.

Example: The impact of the program on the local level is tremendous, especially in rural communities. One model State-Local Partner is the Humboldt

Arts Council (HAC), serving a rural county with a population just under 128,000. With the support of a CAC grant, HAC launched the Carnegie Restoration Project, transforming Eureka’s historic Carnegie Library building into a regional cultural center and art museum. This cultural center now routinely draws 1,400 people every Saturday night to a previously deserted downtown, generating thousands of dollars in income for local merchants. In recognition of its contribution to the local economy and civic life, the Humboldt Arts Council recently received the City of Eureka’s annual award for economic development. Funding for the restoration project was a model public-private partnership, including grants from the Kresge Foundation, Lila Wallace-Reader’s Digest Fund, the Humboldt Area Foundation, and the California Energy Commission.

ARTISTS IN RESIDENCE PROGRAM

The largest and most in-depth residency program in the nation, the Artists in Residence Program provides funding for projects that emphasize long-term, in-depth interaction between professional artists and participants through workshops and classes sponsored by schools, nonprofit organizations, units of government, social institutions and tribal governments.

Accomplishments: Placement of 1,148 artists in residencies throughout the state. Directly served 777,187 students and community members. Impacted nearly 800,000 additional community members, teachers, and parents. Generated \$4.2 million in matching funds from sponsoring organizations.

Example: Jill Holden (Los Angeles) conducts theatre workshops for children at Hollygrove, a residential treatment center for abused and neglected children. Hollygrove serves 68 children, aged 5 to

12. In addition to abuse and neglect, many have experienced a lack of education, as well as exposure to gang activity. Their needs are great. Many have difficulty expressing themselves on a verbal level. Because of the special needs of the children, a stable theatre program, which teaches verbal, collaborative, and expressive skills, is invaluable. Jill began her residency in October of 1999 and continues now in her third year of CAC funding

PERFORMING ARTS TOURING & PRESENTING

Performing Arts Touring and Presenting (PATP) supports some of California's exemplary performing artists/ensembles/companies in their engagements throughout the state. Community presenters include festivals, local arts councils, non-profit music societies, fairs, libraries, city parks and recreation departments, museums, and colleges and universities. The program fosters the equitable distribution of professional performing arts between urban areas and very rural counties where access is extremely limited. Engagements supported by the CAC include a mandatory public performance, and often include K-12 services, free performances in the parks and at community festivals, presentations to at-risk youth, visits to senior citizens' homes and the teaching of performing arts students' master classes.

Accomplishments: Generated a match of \$4.03 local monies per \$1 CAC funds; reached estimated audiences of 524,000 plus; funded 154 engagements in 81 communities throughout California; funded engagements by a diversity of artists — 39 percent of artists presented were culturally-specific or multicultural artists; provided K-12 service by professional performing artists in 102 communities, served more than 335,000 children; served communities in at least 45 counties from Modoc to San Diego; provided regional and national exposure for performing artists encouraging additional

income opportunities; and served as a support hub for West Coast presenters, which influence the cultural offering for a vast number of Americans.

Example: Tahoe Arts Project (South Lake Tahoe, CA). CAC funding enabled the presenter to bring *Essence* (Japanese Koto and Shakuhachi ensemble, Dixon, Yolo County, CA) to 20 school assemblies at 12 schools throughout the area serving 8,000 students.

RURAL AND INNER CITY PRESENTING PILOT PROGRAM

The Rural and Inner City Presenting Pilot Program, conceived as a three-year effort of the Performing Arts Touring and Presenting Program, completed its funding cycle in 2001-02. The pilot effort was initiated to bring public performances of pre-adjudicated artists to traditionally underserved audiences in rural communities and inner city neighborhoods. The program helped to identify many presenting organizations at the time not well acquainted with the CAC.

The final year of the pilot provided \$26,075 to 8 organizations in communities as geographically diverse as Avalon (Catalina Island), Los Angeles County and Lake Arrowhead, San Bernardino County. ☺

ARTISTS FELLOWSHIP

The Artists Fellowship Program supports the significant contributions made by California's artists. Fellowships are awarded to exemplary California artists who have at least 10 years of professional experience and who are the primary creators of their work. The Artists Fellowship Program rotates disciplines: Visual Arts; Performing Arts (music composition, choreography, playwriting); New Genre, Digital Arts, Media and Scriptwriting; and Literature (Poetry, Fiction, Creative Non-Fiction, Spoken Word) on an annual basis.

Accomplishments: In 2001-2002 the California Arts Council funded 38 New Genre, Media and Scriptwriting artists. Artists' county residences included: Contra Costa, Napa, San Bernadino, San Diego, and Solano. Fifty-two percent of awarded artists were women and 25% self-identified as multi-ethnic. Ethnic diversity included Persian American, Asian American, Mexican American, and Native American.

Example: Jessica Irish, Artist Fellowship recipient in Digital Arts directed a web site project with high school students, designers, community residents, artists, writers and an urban theorist to highlight two Los Angeles neighborhoods: South Central Los Angeles and Echo Park. Each participating student conducted interviews, research and provided design elements for "Turning from the Millennium: an Excavation of the Past, Present, and Future of Two Neighborhoods."

A large, stylized graphic of a plant with several leaves and a central stem, rendered in a light gray color, positioned behind the text at the bottom of the page.

**A complete list of California Arts Council Grantees
is available at www.cac.ca.gov**

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Artist: Adriana Perez

*California Arts and Artists
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ARTS Day
October 4, 2002

California
Arts Council

Find local arts events at www.cac.ca.gov/feature/artscalendar.cfm or contact your local city or county arts agency.
Arts Day coincides with National Arts Day and Humanities Month in October.
California Arts Council, www.cac.ca.gov
www.dhs.gov/ethniclanguage call (202) 755-2287

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